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**Las Vegas** Chamber  
of Commerce



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# Chairman's Message



**W**hen the Las Vegas Chamber of Commerce kicks off its Bicentennial celebration in 2111, will the members look back at the previous century and conclude that the Chamber made a difference? Barring major medical breakthroughs, those of you reading this today will probably not be there to see it.

As your Las Vegas Chamber of Commerce starts its Centennial year, we can look back and see the amazing changes that have taken place in Las Vegas since 1911. From a sleepy desert town whose principal function was to be a stop for the railroad, Las Vegas has become one of the most famous and exciting cities in the world—a name that evokes smiles when mentioned almost anywhere. Las Vegas is one of the most recognizable and marketable brands on the planet.

Many of us have had the opportunity to benefit from the economic engine that Las Vegas created. However, 2007-2010 taught us that nothing can be taken for granted. The world in which we live today is a different one.

The Chamber exists to serve the business community of Las Vegas. One of the hallmarks of the American success story is that private enterprise is the engine of prosperity. We can and should use that engine to direct change for our economy and our community.

Your membership in the Chamber can make a difference to both your business and Southern Nevada. Your active involvement in Chamber programs and initiatives can help us turn this economy around. It will take work; it will take time; it will take sacrifice; it will take long-term thinking; and it will take some politically tough decisions.

Many constituencies in our city are looking for the answers, searching for the means to help our economy develop and diversify, all toward improving short-term job growth and long-term economic sustainability. Your Chamber of Commerce believes that you – its members – expect this. Throughout the past year, your Chamber has begun to work actively with other community leaders, including our friends at the Nevada Development Authority and other key

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## What's inside



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# Nevada Governor Brian Sandoval to discuss upcoming legislative session at January 26 Membership Luncheon




Nevada Governor Brian Sandoval will be the keynote speaker at the Chamber's January 26 Membership Luncheon at The Four Seasons Hotel. Sandoval will outline his vision for Nevada during his term and provide insight into some of the more pressing issues facing the Southern Nevada business community. He will also share his strategy for economic development and recovery. This will be the first time the new Governor will address the Southern Nevada business community.

Governor Sandoval ran for office on a pro-business platform and advocates strategies to keep Nevada a business-friendly, low tax environment. He will discuss the state's budget crisis as well as how the state can work toward economic recovery, competing for new jobs, new industries and a more diverse economy.

This event represents an opportunity to hear from the new leader of our state and gain valuable insight into his vision for Nevada.

## About Governor Brian Sandoval

Governor Brian Sandoval was elected in November 2010. Prior to that, he was appointed United States District Judge for the District of Nevada by President George W. Bush in October 2005, becoming the state's first Hispanic federal judge. He has also served as Nevada's Attorney General. He received his Bachelor of Arts degree from the University of Nevada in 1986, and his law degree from the Ohio State University Moritz College of Law in 1989. In September 2009, Sandoval entered the race for Governor to get Nevada working again by diversifying our economy, maintaining a business-friendly environment and reforming education. Governor Sandoval was endorsed by the Las Vegas Chamber of Commerce. 

## Business Power Luncheon

Wednesday, January 26

11:30 a.m. - Noon: Registration & networking

Noon - 1:00 p.m.: Program

The Four Seasons Hotel

3960 Las Vegas Blvd. S., Las Vegas, 89119

\$60 for members, \$75 for non-members,

\$80 for walk-ins

RSVP: [LVChamber.com](http://LVChamber.com) or 702.641.5822



## Office Depot presents Las Vegas Chamber of Commerce Day at the Las Vegas Motor Speedway!

The Las Vegas Chamber of Commerce is hosting an exclusive "Chamber Day" at the Las Vegas Motor Speedway on March 4. Sponsored by Office Depot, this exciting and unique networking opportunity includes a Q&A session with Office Depot race car driver Tony Stewart and grandstand seats for the high-octane excitement of NASCAR Sprint Cup Series practice and qualifying rounds. Guests will also enjoy appetizers, lunch and the chance to win great door prizes. In addition, Office Depot vendors will be available in the Black Jack Club, located on the third floor of the Media Center,

## Las Vegas Chamber of Commerce Day at the Las Vegas Motor Speedway

Friday, March 4

10:00 a.m. to 4:00 p.m.

Las Vegas Motor Speedway, 7000 Las Vegas Blvd N.

Tickets are \$40

RSVP: [LVChamber.com](http://LVChamber.com) or 702.641.5822



with views of the Superspeedway.

In addition to the exciting action taking place in the stands, guests at this special event can participate in a VIP tour of the "Neon Garage," located in the in-field of the 1.5 mile tri-oval. The Neon Garage is comprised of four garage

*continued on page 30*



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The 1905 land auction that founded Las Vegas.

# Chamber Celebrates Centennial Anniversary in 2011

**T**he history of the Las Vegas Chamber of Commerce is nearly as old as the history of Las Vegas itself. In fact, if you look back through time, you'll see inspiring, innovative tales of the city's birth and spectacular development intertwined with the Chamber's influence. Throughout the city's colorful history—its most notable milestones, its most impressive figures, its most significant undertakings and most ambitious business success stories—the Chamber has been there.

During the course of 2011, *The Business Voice* will highlight some of these powerful stories and showcase a side of Las Vegas' evolution not often seen by the general public. We'll look at key milestones and Chamber accomplishments, but even more important, we'll hear from some of the fascinating people who have been in the know throughout the decades.

Much as Las Vegas itself arose from humble beginnings. So, too, did the Las Vegas Chamber of Commerce. Founded in January 1911, the Chamber came into being at a time when the dusty desert oasis that was Las Vegas was just beginning to get a foothold on the business of building a center of commerce. The earliest business people in the valley recognized a need



First Chairman of the established Las Vegas Chamber of Commerce, Dr. Roy Martin.





for creating an organization to both address and represent the interests of businesses in developing the overall foundation for this burgeoning community.

“The Chamber was born out of necessity and out of dreams,” says Dr. Michael Green, Professor of History at the College of Southern Nevada. Green is a veritable expert on Las Vegas’ earliest days and offers a unique look at the integrated elements that have woven the Las Vegas Chamber of Commerce into virtually all aspects of the city’s growth and development over the last 100 years. “When the Las Vegas Chamber of Commerce was launched, the city was almost completely known as a railroad town,” explains Green. “There was seen a need for diversification even then.”

It was, in fact, a devastating flood that spurred 1911 business leaders into action, creating the Chamber to encourage business, investment and community. One of the first Chamber presidents, E.W. Griffith, was one of Las Vegas’ first true entrepreneurs, settling in the area as a railway worker who eventually embarked on a number of business ventures.



E.W. Griffith

Griffith went on to serve as a state senator, and in that capacity, was a vocal advocate for the highway construction that would become vital to Las Vegas’ economic infrastructure. He was largely responsible for legislation to build highways from Mesquite to Jean and Las Vegas to Goldfield – vital steps in the

eventual connection of Las Vegas to Reno, Salt Lake City and Los Angeles.

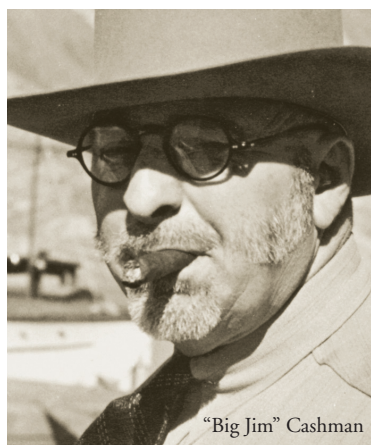
Of his many contributions, Griffith is perhaps best known for this commitment to ensuring Las Vegas protect itself from isolation by supporting creation of modes of transportation other than rail. His early efforts helped ensure that Las Vegas remain literally connected to the world beyond the desert, and laid the groundwork for connecting the city to one of its

modern-day major markets – Southern California.

While still a small and close-knit desert town, the Chamber’s first emerging leaders recognized the value of using their collective connections and resources to get things accomplished. Several of the Chamber’s earliest leaders were also those who ran the fledgling city’s utility companies, banks and mercantiles and were leaders in the state’s developing political scene.

“At times, it’s difficult to separate the Chamber itself from the early people of Las Vegas,” says Green. “Everyone was interconnected somewhere. The Chamber and its people were in the middle of everything.”

Chamber leaders had a vision, in as early as 1911, to begin promoting Las Vegas as a warm vacation destination, soliciting visitors from California and working with the leading



“Big Jim” Cashman

industry of the day - the railroad - to promote the area’s climate, recreational opportunities and access to natural springs. “Later,” says Green, “The Chamber would also play a major role in promoting both tourism and gaming.”

The Chamber was a steadfast advocate and a leader of growth and development through Las Vegas’ early beginnings. In its first year, the Chamber exhibited Las Vegas’ attractions and possibilities at the Land and Products Exposition in Los Angeles, trying to draw investment from Southern California.

In the realm of education, 1933 Chamber chairman Archie Grant was instrumental in the creation of the University of Nevada, Las Vegas. Charles “Pop” Squires, another Chamber leader and owner of the *Las Vegas Age* newspaper, played a pivotal role in supporting the construction of Hoover Dam, advocating the myriad ways in which the project would create new jobs and bolster the economy.

“Big” Jim Cashman was another Las Vegasian who was  
*continued on page 8*





One of the first  
Helldorado Days celebrations

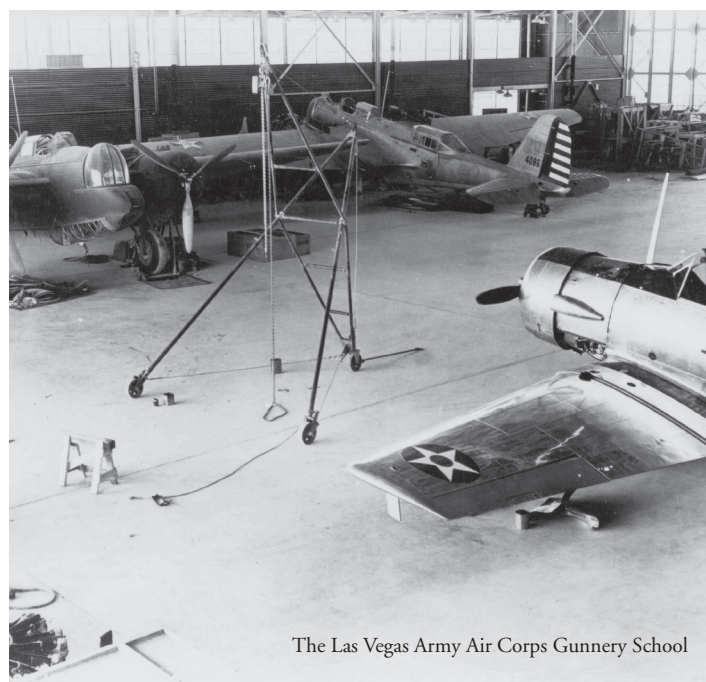
in the city at its very inception. Cashman came to Las Vegas in 1904 as a dishwasher in a railroad camp. Over the next four decades, he would make numerous contributions to the city. He started a freight company, a garage and an auto dealership, and as a county commissioner, backed highway construction and the creation of Hoover Dam. Cashman is also recognized for his efforts

to attract visitors to the city for recreational pursuits through creation of Helldorado Days. He was responsible for the first Helldorado event in 1935 and construction of the two complexes that housed it: Helldorado Village and Cashman Field. These early efforts helped set the stage for expanding Las Vegas' reputation as a destination city.

Another early pioneer of the city's business community was Ernie Cragin. Cragin also worked for the railroad at a young age as a stenographer. When he was only 19 years old, Cragin bought out an insurance agency run by Peter Buol, Las Vegas' first mayor, and took on Bill Pike as a partner. Cragin & Pike was born, and today, is the oldest member of the Las Vegas Chamber of Commerce. In addition to his business acumen, Cragin served three terms as mayor of Las Vegas, beginning in 1931 and ending in 1951. He was a staunch advocate for civic improvement and secured New Deal funding for a city park, sewer system and a War Memorial Building, which today is the site of Las Vegas City Hall and soon will be the headquarters for Zappos.com

By 1941, Chamber leaders were working with Nevada United States Senator Pat McCarran to spur development of McCarran International Airport, now one of the busiest airports in the nation. In 1944, Chamber chairman Maxwell Kelch, owner of KENO radio, was developing other ways to bring people to Las Vegas. Kelch led the charge to create the Livewire Fund, an early advertising collective that funded early promotion of Las Vegas. Kelch is credited with encouraging the idea that businesses had to band together to create prosperity in Las Vegas. Taking that concept one step further, 1953 Chamber chairman Ed Converse of Bonanza Airlines helped create the early organization that today is responsible for promoting Las Vegas world-wide: The Las Vegas Convention and Visitors Authority.

By the 1960s, the gaming industry was making unprecedented economic strides. In 1961, respected gaming leader Sam Boyd took over the Chamber chairmanship, aligning the business organization in promoting what was coming to be the area's number one industry – gaming and hospitality. Understanding the need for supporting existing industry while cultivating a



The Las Vegas Army Air Corps Gunnery School





diversified business base, 1966 Chamber chairman Frank Scott founded the organization that is now the Nevada Development Authority. The Chamber played an additional role in this effort, helping to develop the organizations that would later become the Las Vegas News Bureau and Las Vegas Events.

“Las Vegas specializes in reinventing itself,” says Green. “Now the need for innovation is greater than it has been for a very long time.”

“Throughout its history of leadership, the Chamber has always strived to create a climate that gives all of our members, large and small, a number of avenues to connect, build professional relationships and become a part of a larger effort to advocate for business and improve our quality of life in Southern Nevada,” says Immediate Past-Chairman of the Chamber’s Board of Trustees Kristin McMillan. “Throughout the past 100 years, the Chamber has given our business community the confidence to take risks and grow and to face challenges with an optimistic outlook.”



The Las Vegas Hospital opened in 1941

While there have been numerous predictions of Las Vegas’ impending “bust” over the last 100 years, the Chamber, the city and its leaders have repeatedly found ways to reinvigorate, reinvent and recreate.

“Historically, we have been a business community diverse in opinion and needs,” adds McMillan. “But it has been the



An early Chamber of Commerce Office

Chamber’s ability to step up and enhance partnerships with its members in the face of challenging times that has increased the strength of our membership and our business community.”

Even 100 years ago, our forward-thinking forefathers understood the value of harnessing Las Vegas’ yet untapped potential. What would it take to develop the resources for growth? To attract new residents, diversify business and create a place where people would both live and grow businesses? The Chamber was fortunate to be part of the excitement from the earliest of times...

- 1924** The Chamber helped secure the first Federal building and U.S. Post Office, which opened in 1933.
- 1920s** Community leaders lobbied heavily through the Chamber for construction of the Hoover Dam.
- 1941** The Chamber supported early efforts to create what would become McCarran International Airport.
- 1944** The Chamber created the Livewire Fund to promote Las Vegas as a tourism destination.
- 1945** The Chamber led the formation of the Las Vegas Valley Water District.

*continued on page 26*

## Invest in the Future by Participating in Project 5000 Kids




**workforce CONNECTIONS**  
PEOPLE. PARTNERSHIPS. POSSIBILITIES.

For years, WorkforceCONNECTIONS has been a vital force in getting Southern Nevada's workforce back on its feet through partnering with a wide array of employers and agencies dedicated to investing in the future of our community. The latest initiative of this vital agency is Project 5000 Kids.

Project 5000 Kids is a community-wide movement to increase our high school graduation rate by connecting 5,000+ young people to "meaningful work experiences" that will motivate them to stay in school. A "meaningful work experience" can be a job shadow, career mentoring, or a 6 to 8 week internship. Youth who intern are more likely to graduate high school and transition into post secondary education. When we connect our young leaders to the workplace at an early age, we can positively impact our community.

On February 2, 2011, Project 5000 Kids and the Clark County School District are partnering to sponsor National Job Shadow Day. Southern Nevada is attempting to lead the nation by having more students in a job shadow experience on that day than any other city. As of December 15, our business community has pledged more than 2,700 job shadow opportunities for this day.

If your business would like to join this quest to be #1 in the nation by providing a job shadow opportunity, please contact Nancy White at 702.636.2384 or Gina Campbell at 702.636.2334 at Project 5000 Kids. 

## Member Benefits

### Exclusive Chamber benefit helps members attract new customers via direct mail

The Las Vegas Chamber of Commerce has created an innovative new member benefit designed to help you market your business and attract new customers.

Back by popular demand, the Chamber's Member Mailing List subscription program allows member businesses to market directly to 6,000 fellow Chamber members! Here's how this new program can benefit your small business:

#### Annual Subscription:

You will receive a complete list of current Chamber members' mailing information in an

Excel spreadsheet.

Eleven consecutive monthly updates with the mailing information for new members will be provided to you in an Excel spreadsheet.

#### Monthly New Member Lists:

Want to market to just new Chamber members? Members may elect to order only new member lists without ordering the full member list.

Eleven consecutive monthly updates with the mailing information for new members will be provided in an Excel spreadsheet.

"We brought this member benefit back because of high member demand," explains Chamber Sales Director Peggy Franzino. "The lists provide our members with a cost-effective way to market directly to the decision makers in both

*continued on page 30*





**3,300**   
**NEVADA SMOKERS  
DIE EVERY YEAR FROM  
THEIR SMOKING HABIT.**

**2,800 KIDS**   
**IN NEVADA START SMOKING EVERY YEAR.**

  
**\$565  
MILLION**  
**SPENT ANNUALLY IN NEVADA  
ON SMOKING RELATED  
HEALTH CARE COSTS.**



**900 KIDS**   
**WILL BECOME ADDICTED.**

  
**\$903 MILLION**  
**IN LOST JOB PRODUCTIVITY EVERY YEAR.**

# STOP THE CYCLE

Each year, **2,800 kids** in Nevada start smoking. **1/3** (900 of them) will become addicted. Adult smokers are more likely to **miss work** and **retire early**, which costs Nevada **\$903 million** in **lost productivity** a year. Smokers also contract diseases like **lung cancer** and **emphysema**, costing Nevadans **\$565 million annually** on **smoking related health care**. Ultimately, **3,300 Nevada smokers die per year** as a result of smoking.

Next year, a fresh crop of **2,800 Nevada kids** will start smoking and continue the cycle.

**UNLESS WE STOP IT.**

**Is Smoking  
Worth It?**

Ready to Quit Smoking?  
Call **1-800-Quit-Now** for free help.

Learn more at  
**smokefreevegas.com**



## *Fast Company* co-founder Bill Taylor to keynote Preview Las Vegas 2011



The Las Vegas Chamber of Commerce is pleased to announce *Fast Company* co-founder and best-selling author Bill Taylor will be a keynote speaker at Preview Las Vegas. Taylor is an agenda-setting writer, speaker and entrepreneur who has shaped the global conversation about the best ways to compete, innovate and succeed. His new book, *Practically Radical: Strategies to Transform Your Company, Shake Up Your Industry, and Challenge Yourself*, is based on in-depth access to 25 organizations that are making deep-seated changes under the most trying circumstances imaginable.

### About Preview...

Slated for Friday, February 11 at the Thomas & Mack-Cox Pavilion, Preview brings together leading national speakers as well as local economic experts who have their fingers on the pulse of Las Vegas' ever-changing economic heartbeat. It's hard-hitting information is accurate, up-to-date and provides a roadmap with which to navigate the valley's road to economic recovery.

More than 2,000 top business executives attend Preview each year to learn what to expect from a business and economic standpoint in the year ahead. The in-depth analysis of the latest economic indicators helps professionals from all industries chart their business plans for the year to come.

Attendees also have an exceptional opportunity to network and make new business connections. Exhibitors have the chance to tap into this notable demographic through sponsorship and high-profile booth exhibits. Booth price is just \$1,200. Call 702.586.3827 for details.

# Be a part of Preview!

A limited number of booths are set aside for Preview! For information, call 702.641.3827





**Bill Taylor**  
**Co-Founder, *Fast Company***  
**Topic: *Practically Radical: Unleashing Big Change in Tough Times***

As co-founder and founding editor of *Fast Company*, Bill Taylor launched a magazine that won countless awards, earned a passionate following among executives and entrepreneurs around the world and became a legendary business success. *Fast Company* has been named “Startup of the Year” and “Magazine of the Year” and has received multiple National Magazine Awards. Taylor is also an adjunct lecturer at Babson College, America’s top-rated school for Entrepreneurship. Additionally, he is the co-author of several books on strategy, leadership and innovation, including: *The Big Boys: Power and Position in American Business*; *No-Excuses Management* and *Going Global*.



**Robert E. Lang, Ph.D.**  
**Executive Director, the Lincy Institute and UNLV Director, Brookings Mountain West**  
**Topic: *Las Vegas in the 2020s: Five Key Steps to Becoming a World City***

In 2008, Robert E. Lang, Ph.D., was the co-author with Mark Muro of the Brookings Institution report, “*Mountain Megs: America’s Newest Metropolitan Places*.” He is also the editor of the scholarly journal, *Housing Policy Debate*, and his research specialties include suburban studies, real estate, world cities, demographic and spatial analysis, housing and metropolitan governance. He has authored more than 150 academic and professional publications on a wide range of topics and has developed many new urban concepts such as “Boomburbs,” “Edgeless Cities” and “Megapolitan Areas.”



**Rossi Ralenkotter**  
**President & CEO, Las Vegas Convention and Visitors Authority (LVCVA)**  
**Topic: *Tourism Trends in 2011***

Rossi Ralenkotter is responsible for marketing Las Vegas and Southern Nevada as the world’s most desirable destination for leisure and business travel. An industry expert on the intricacies of Las Vegas’ leading industry, Ralenkotter has embarked on a new three-year vision plan to see the city through unprecedented economic times. The plan includes global sales and marketing strategies designed to aggressively market the Las Vegas destination while also ensuring efficiency and flexibility.



**Jeremy Aguero**  
**Principal Analyst, Applied Analysis**  
**Topic: *2011 Economic Landscape***

Jeremy Aguero is a principal analyst with Applied Analysis, a leading economic, fiscal and policy research firm based in Las Vegas. A fourth-generation Las Vegan, Aguero graduated with honors from the William S. Boyd School of Law. He co-founded Applied Analysis in 1997. Aguero has performed economic and fiscal impact assessments for projects of local, regional and national significance. Some of his major projects include *The Hospitality Industry’s Impact on the State of Nevada*, delivered to the Federal Gaming Impact Study Commission in 1998; in 2003, he chaired the Governor’s Task Force on Tax Policy’s technical working group, co-authoring its 1,400-page report and ultimately receiving a Good Government Award from the Nevada Taxpayers Association; in 2005, he served as the lead analyst for the Clark County Growth Task Force; and beginning in 2008, he was the principal researcher for the Las Vegas Chamber of Commerce Fiscal Impact Series, which helped pave the way for significant reforms to Nevada’s public employee pay and benefit systems as well as its collective bargaining statutes.

Tickets are \$60 for Chamber members, \$80 for non-members. For more information or to purchase tickets, visit [previewlasvegas.com](http://previewlasvegas.com) or call 702.641.5822.





Kevin E. Burke



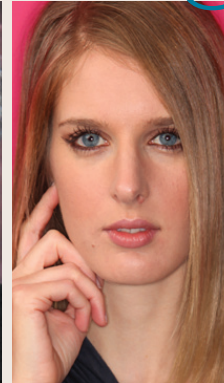
Richard DePaso



Mark Heuer



Ron Lurie



Catherine Savello



Don Thrasher

**Kevin E. Burke**  
**President & CEO**  
**Burke Construction Group,**  
**Inc.**

Kevin Burke has more than 24 years of experience in the construction industry. Burke Construction Group, Inc. is the recipient of many honors, including the 2008 Contractor of the Year Award by the Associated General Contractors of America. Burke is proud to be a member of the Executive Committee on the Board of Trustees for the Las Vegas Chamber of Commerce. He also sits on the Board of Directors for the Associated General Contractors of America and is Chairman of the Nevada State Contractors Board.

**Richard DePaso**  
**Director**  
**Aardvark Video & Media**  
**Productions**

Richard DePaso opened his first video production studio in 1987, in Pleasantville, NY. Clients included Mobil Oil, IBM, Pepsi, QVC, Oracle, and New York State to name a few. In 2002, he opened Aardvark Video in Las Vegas. DePaso is the president of the Las Vegas Videographers Association, a national speaker at conventions, and recognized as an expert in the video business. He believes in thoroughly understanding clients' goals and making

the process understandable with a high ROI on their investment.

**Mark Heuer**  
**Executive Director**  
**Atria Senior Living**

Mark Heuer has 25 years of senior management experience and has been instrumental in executing operational and cultural efficiency in his position as executive director at Atria Senior Living. Heuer gained national attention in 2009 when he returned from Iraq to find jobs were scarce. He took out a billboard reading, "mark4hire.com," and the story was covered by FOX, ABC, NBC, CNN and Good Morning America. Shortly thereafter, Heuer was recruited to Atria Senior Living as an executive director for Atria Seville in the heart of Summerlin.

**Ron Lurie**  
**Executive Vice President**  
**& General Manager**  
**Arizona Charlie's**

Ron Lurie has been a resident of Las Vegas for 50 years. During his 30 years in the gaming industry, Lurie has been involved in the development and growth of the Las Vegas community. He served 14 years as a Las Vegas City Councilman and four years as mayor. These positions have enhanced Lurie's

ability to understand and appreciate the gaming industry as well as the desire to ensure that Las Vegas continues to be one of the fastest growing communities in the country.

**Catherine Savello**  
**Creative Director**  
**Ad Cat**

Catherine Savello founded Ad Cat in 2008. Having had experience working as the director of marketing at one of the largest financial planning firms in Las Vegas, she decided to open her own advertising agency to work one-on-one with businesses both locally and nationally. She loves working collaboratively with clients and creatives alike, to develop ad campaigns that bring clients through the doors.

**Don Thrasher**  
**President and COO**  
**Circus Circus Las Vegas**

Don Thrasher is responsible for the strategic planning and daily operations of the 3,773-room hotel and casino, as well as The Adventuredome, Nevada's largest indoor theme park. Thrasher joined the company in 1984, as assistant controller. Throughout his tenure, he has held key management positions, including roles as vice president and general manager for

Edgewater Hotel and Casino in Laughlin and assistant general manager for Excalibur in Las Vegas. Thrasher received a bachelor's degree in Accounting from UNLV. He is a member of the American Institute of Certified Public Accountants.

## President's Club New Members

**Amonix, Inc.**

David Pool  
Carla Pihowich  
Tran Luu

**International Game Technology/IGT**

Susan Macke  
Charles Brooke  
Steven DiMasi  
Thomas Knobloch  
Denise Marcilio

**Verizon Wireless**

Paul Snow

## Executive Level New Members

**Dunkin' Donuts**

Courtney Barth

**Health South Las Vegas at Valley View**

Cheryl Williams  
Sherlene De Leon  
Patrick Ozosky

**Wade Law Group**

Stanley Wade  
Dayna Wade

# Executive Level

## **Jeremiah Cox** **Owner**

### **ServiceMaster 1st Response**

Jeremiah Cox has grown up with the ServiceMaster franchise. Cox opened the First Response branch in January 2003, which specializes in disaster restoration in Las Vegas. Cox now owns one of the largest ServiceMaster franchises, which is ranked in the top 1 percent worldwide. With more than 20 years experience in the industry, Cox has become an expert in the field of disaster restoration.

## **Mark Dukes**

### **General Manager**

### **Red Rock Harley-Davidson**

Red Rock Harley-Davidson is the premier Harley-Davidson dealership featuring 104,000 square feet of Harley-Davidson motorcycles, merchandise, genuine parts and accessories. Mark Dukes has more than 24 years experience in the motorcycle industry. He relocated to Las Vegas in 2005 to take the position of sales manager at Las Vegas Harley-Davidson and was promoted to general manager a year later. He now manages all operational functions of Red Rock Harley-Davidson.

## **Victor Fuchs**

### **President**

### **Helix Electric**

Victor Fuchs began his electrical contracting career at Helix Electric in 1984, and in 2001 acquired ownership of the Las Vegas Division. His community involvement includes Los Vaqueros (a charitable organization), Opportunity Village, Communities in Schools (doing food drives and toy drives), Street Teens, Links for Life, Habitat for Humanity, Candlelighters, and YMCA as well as numerous youth teams, 4H clubs, and many other charitable organizations.



Jeremiah Cox

Mark Dukes

Victor Fuchs

Scott Howard

Stephen Kordt

Georges Maalouf

Josh Miller

Jeffrey W. Shaw

Larry Singer

Stephanie Tyler-Jackson

## **Scott Howard**

### **Principal**

### **Commercial Roofers, Inc.**

Scott Howard is a third generation roofer/contractor whose family business has been in the Las Vegas Valley since 1959. Howard has held several positions including project manager, unit manager, and regional manager. He serves as a trustee of the Las Vegas Metro Police Neighborhood Watch Board, is a graduate of Leadership Las Vegas and has served the Desert Southwest chapter of the National Multiple Sclerosis Society in several positions.

## **Stephan Kordt**

### **Structural Engineer**

### **Halcrow Yolles**

Stephan Kordt, a licensed structural engineer with more than 15 years of experience, manages the Las Vegas office of Halcrow Yolles, an international engineering firm with projects located around the globe. Halcrow Yolles has demonstrated excellent leadership, design capability, and client focus through work on challenging projects

such as CityCenter, World Market Center, the Venetian Resort Hotel Casino, Nevada Cancer Institute, and the Colosseum at Caesars Palace.

## **Georges Maalouf**

### **Owner and Consultant**

### **Maalouf Benefit Resources**

Maalouf Benefit Resources is a locally owned and operated insurance brokerage and consulting firm specializing in employee benefits. With more than 16 years of industry experience, founder Georges Maalouf has emerged as a foremost expert in the field. Maalouf is a lifelong Las Vegas resident and a graduate of UNLV. He is active in a number of local charities and civic organizations.

## **Josh Miller**

### **President**

### **KeyState Corporate Management**

KeyState provides corporate and captive management services in Nevada and Delaware. Josh Miller received his BA in economics and foreign affairs from the University

of Virginia. He serves on the boards of the Las Vegas Rotary, the Public Education Foundation, the Nevada Taxicab Authority, and the Nevada Captive Insurance Association. He is also involved in various other community organizations in Southern Nevada.

## **Jeffrey W. Shaw**

### **Chief Executive Officer**

### **Southwest Gas Corporation**

Jeff Shaw joined Southwest Gas in 1988 as director of Internal Audit. He was promoted several times throughout the years before being named CEO. Shaw serves on the boards of the American Gas Association, the Desert Research Institute Foundation, the UNLV Foundation and as chairman of the Western Energy Institute and president of the Las Vegas Area Council of the Boy Scouts of America.

## **Larry Singer**

### **Vice President**

### **Grubb & Ellis Las Vegas**

Larry Singer is a 30-year veteran of commercial real estate and is consistently one of Southern Nevada's

top producing tenant rep agents. He is an active member of the Las Vegas Chamber of Commerce Board of Trustees. In addition, he has served as chairman of the Lied Institute of Real Estate Studies at UNLV and chairman of Big Brothers Big Sisters of Southern Nevada.

## **Stephanie Tyler-Jackson**

### **President, External Affairs**

### **AT&T Nevada**

With more than 15 years of experience in the telecommunications industry, Stephanie Tyler-Jackson is responsible for AT&T's regulatory, legislative, governmental and community affairs in Nevada. She has lobbied telecommunications and general business issues in seven western states. Prior to joining AT&T, Tyler-Jackson served in the Nevada State Senate and managed political campaigns in both Nevada and California.



# Events January

## Two easy ways to register for Chamber events:

Log on to [LVChamber.com](http://LVChamber.com) and find your event on the Event Calendar, or call Member Services at 702.641.5822.

## 5 Wednesday

### SCORE Counseling

SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members. Expert business professionals will help you assess your business concerns and provide you with the advice, tools and resources you need to keep your business operating in this slow economy.

1:00, 2:00, 3:00 & 4:00 p.m.

One member per time slot

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

Complimentary, Chamber members only.

Sponsored by:



## 12 Wednesday

### Customer Service Excellence Recognition Ceremony

Customer Service Excellence is created and managed by the Las Vegas Chamber of Commerce in cooperation with the Las Vegas Convention and Visitors Authority (LVCVA) to encourage and reward excellence in customer service in all aspects of local business.

7:00 - 9:00 a.m.

Cashman Center Club Level Restaurant, 850 Las Vegas Blvd. N., 89109

By Invitation Only, Complimentary.

Follow us on Twitter  
and Friend us on Facebook!

[twitter.com/lvchamber](http://twitter.com/lvchamber)

[facebook.com/lvchamber](http://facebook.com/lvchamber)

twitter

facebook

## 12 Wednesday

### Chamber Voices Toastmasters

Looking for a way to improve your communication skills in both your personal and professional life? The Chamber Voices Toastmasters group is open to all members to aid in the development of speaking, presentation and leadership skills.

10:45 a.m. - 12:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

\$45 every six months, guests always complimentary.

Hosted by:



## 13 Thursday

### Turbo Networking **NEW**

Turbo Networking provides a fun, fast, and very productive way to maximize your time and business contacts through facilitated round table discussions.

8:15 - 11:00 a.m.

ThreeSquare.org, 4190 N. Pecos Rd., 89115

\$35 for Chamber members, \$50 for non-members.

Sponsored by:



## 19 Wednesday

### Flashpoint- Success is No Accident



Learn how to set the course for your future and create your own unlimited achievements at this **Business Education Series** workshop.

7:00 - 9:00 a.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

\$30 for members, \$45 for non-members, \$55 for walk-ins

Signature Sponsor:



## 19 Wednesday

### SCORE Counseling

SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members. Expert business professionals will help you assess your business concerns and provide you with the advice, tools and resources you need to keep your business operating in this slow economy.

1:00, 2:00, 3:00 & 4:00 p.m.

One member per time slot

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

Complimentary, Chamber members only.

Sponsored by:



## 20 Thursday

### President's Club and Executive Level Member Foundation Room Mixer

President's Club and Executive level members will mix and mingle at this exclusive mixer inside the Foundation Room, a private members-only club located in Mandalay Bay.

5:00 - 7:00 p.m.

Foundation Room, 3950 Las Vegas Blvd., 89119

Complimentary, space limited

Hosted by:



## 26 Wednesday

### Chamber Voices Toastmasters

Looking for a way to improve your communication skills in both your personal and professional life? The Chamber Voices Toastmasters group is open to all members to aid in the development of speaking, presentation and leadership skills.

10:45 a.m. - Noon

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119

\$45 every six months, guests always complimentary.



**26** Wednesday

**Business Power Lunch**

**Featuring Nevada Governor  
Brian Sandoval**

Nevada Governor Brian Sandoval will share his vision for Nevada, address some of the pressing issues facing our state, and discuss the upcoming legislative session.

**11:30 a.m. - Noon: Registration & networking**

**Noon - 1:00 p.m.: Program**

**The Four Seasons Hotel**

**3960 Las Vegas Blvd. S., Las Vegas, 89119**

**\$60 for members, \$75 for non-members,**

**\$80 for walk-ins**

Sponsored by:



**January Events**

To RSVP for VYP events visit [www.VegasYP.com](http://www.VegasYP.com)

**10** Monday

**VYP Toastmasters: Strip View Speakers**

Exceptional communication skills are vital to success in the business world. VYP has created a Toastmasters group for all members to aid in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters can offer you.

**5:30 - 6:00 p.m. Registration & networking**

**6:00 - 7:00 p.m. Meeting**

**The Platinum Hotel, 211 E. Flamingo Rd., 89169**

Free for guests, \$60 to join, \$36 every six months

Sponsored by:



**27** Thursday

**New Member Breakfast**

Start your new Chamber membership off right at this exclusive event for all new members of the Chamber. Each participant will have the opportunity to introduce themselves and their business and network in a friendly and upbeat atmosphere. Bring plenty of business cards.

**7:00 - 9:00 a.m.**

**Ricardo's Mexican Restaurant,**

**4930 W. Flamingo Rd., 89103**

By invitation only, Complimentary

Hosted by:



**20** Thursday

**VYP January Fusion Mixer**

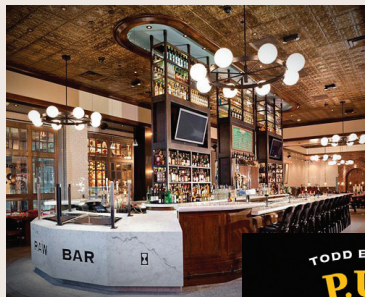
Kick off the new year with VYP at Todd English P.U.B. at Crystals in CityCenter. Todd English P.U.B. is everything you love about your favorite East Coast traditional hangout, transplanted and translated Vegas style! Enjoy a mix of traditional American comfort foods and creative delicacies, while networking with fellow VYPers.

**6:00 - 8:00 p.m.**

**Todd English P.U.B., 3720 S Las Vegas Boulevard, 89109**

\$10 per VYP member, \$15 per non-member.

Sponsored by:



## RSVP policy

The Chamber's RSVP policy encourages early registration for popular programs and allows our event partners adequate time to prepare for functions. Any reservation made the week of an event will be subject to a \$5 surcharge, so please register early. If you have any questions or concerns regarding this policy, please call 702.641.5822

**24** Monday

**VYP Toastmasters: Strip View Speakers**

See December 10 for details

**Follow us on Twitter and Friend us on Facebook!**

[twitter.com/vegasyip](http://twitter.com/vegasyip) | [facebook.com/vegasyip](http://facebook.com/vegasyip)



## Coming Events

### The University of Nevada Cooperative

**Extension** is offering fruit tree pruning classes through March 5. The classes will be held on Saturday mornings from 10 a.m. to noon at the Orchard. For more information call 702.257.5516.



Girl Scouts of Southern Nevada will debut the Thin Mint Sprint 5k and 1 mile Shortbread Shuffle on January 22. For more information or to register, go to [girlscoutsnv.org](http://girlscoutsnv.org).

## Community Service

**City National Bank** teamed up with Barnes & Noble for their *Reading is the Way* Up® literacy program, with a book drive supporting schools in Nevada, California and New York.

**Crovetti Orthopedics & Sports Medicine (COSM)** partnered with **Tropical Smoothie Café** locations around the valley for a holiday sporting goods drive that benefitted the Boys & Girls Club of Henderson.

**Bank of America** received a gold star on Three Square Food Bank's Wall of Fame for the company's ongoing support and donating a \$50,000 grant from the Bank of America Charitable Foundation.

**AlertBoot** created a new charity program that donates 25 percent of the revenue from new customer purchases to various charitable organizations.

## Congratulations



Gwen Migita, corporate director of sustainability and corporate social responsibility at **Caesar's Entertainment, Inc.**, was honored by the Gay and Lesbian Community Center of Southern Nevada as "Woman of the Year."

**Pugsley. Simpson. Coulter. Architects** received the "2010 Architecture Firm" award and Rob Filary, AIA, received the "2010 Young Architect" award from the Nevada chapter of the American Institute of Architects.

**Grubb & Ellis Realty Investors, LLC** received the "Office Building of the Year" award from the local chapter of the Building Owners and Managers Association for City Centre Place.

Adam Burke, **Nevada Public Radio's** news director, received the "Best News Feature" award during the Third Coast Richard H. Friehaus Foundation audio competition and festival for his documentary "Sucked into the Tunnels Beneath Las Vegas."

Jason Woehrl, vice president at **The Firm Public Relations & Marketing**, was named "Manager of the Year" at the Electronic Media Awards.

**Lionel Sawyer & Collins** shareholder Robert Faiss was named the "Las Vegas Best Lawyers Gaming Lawyer of the Year" for 2011.

Las Vegas veteran journalist and critic Tony Illia received the 2010 Award of Distinction from the Western Mountain Region of the **American Institute of Architects**.

**CityCenter** Las Vegas received the AAA Five Diamond Award® for **ARIA Resort & Casino** and **Mandarin Oriental, Las Vegas**.

**The Ferraro Group** received three Pinnacle Awards by the Las Vegas Chapter of the Public Relations Society of America for the company's "Nevada Census 2010" campaign.

## Announcements



Former Nevada Governor Robert List joined the law firm **Kolesar & Leatham** as a senior partner. He will continue his work in public policy and government relations.

**Verizon Wireless** launched its new 4G LTE network. Business users will be the first to take advantage of the new network with speeds up to 10 times faster than its 3G network.

# Anniversaries

## +20 Years

<b>Lionel Sawyer &amp; Collins</b>	44
Palm Mortuaries, Cemeteries, & Crematories	35
Coach USA & Gray Line Tours	32
Las Vegas Magazine ShowBiz Group	31
A Little Church of the West	26
Best Western McCarran Inn	23
Las Vegas Valley Water District	21
Tower of Jewels	21

## 15 Years

AGC-Associated General Contractors  
The Firm Public Relations & Marketing  
Friendship Sports, Inc.  
Royal Construction Co.

## 10 Years

A.H.S. Group, Restaurant Service  
Associated Counselors of Southern Nevada  
Audio Visual Design & Integration  
Clarion Hotel & Casino, Near the Las Vegas Strip  
College of Southern Nevada-Foundation  
DiBella Flowers & Gifts  
Farmers Insurance Group-Peter Trimboli  
First Tee of Southern Nevada  
Harrison Insurance Agency  
Landco  
Law Office of James Dean Leavitt  
Nelson Surveying, LLC  
RetailSystems, Inc.  
Ralph J. Rohay

Kenneth A. Seltzer, CPA  
Law Offices of William S. Skupa  
Snacks 2 Go  
Superior Center Tinting Auto Glass  
University of Southern Nevada

## 5 Years

American Language Services  
Bob's Landscapes  
Carol Norby & Associates  
Charles M. Damus & Associates  
Energetic Matrix Church Of  
Consciousness, LLC  
General Growth Properties  
Insurance Collision Center, Inc.

Jay D. Booth, CPA, Ltd.  
JEM Properties Management, Inc.  
Schiff Properties  
T-Mobile  
Today in Las Vegas  
Trans-X  
Unity Baptist Church  
UPS Store #3487

The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to [pr@lvchamber.com](mailto:pr@lvchamber.com) or fax to Public Relations at 702.735.0320.

**Advise Media Group** hired Erin Dorrance as the director of business development.

**R&R Partners** promoted Todd Gillins to vice president of research, Jeremy Thompson to corporate director of media and interactive and Doug Richardson was named public relations director at R&R Partners' Washington, D.C. office.

**Green Valley Security, Inc.** hired Ed Napier as vice president and general manager.



Co-director of Brookings Mountain West, Dr. Robert Lang spoke at the **Nevada Contractors Association's** 11th annual Contractor Awards Luncheon.

**Urban Environmental Research, LLC** hired Miranda Jennings as a research analyst and will work on Nevada's Critical Infrastructure Protection Program, "Silver Shield."

**Cashman Photo** launched its new corporate website, *CashmanPhoto.com*. The site will feature photographs, a blog, social media links and a timeline of Cashman Photo.

The Community Associations Institute of Nevada renovated the **Nevada Partnership for Homeless Youth's** first and only emergency shelter.

**Nathan Adelson Hospice** appointed Terri Hanlon, M.D. to the position of medical director of the organization's Buffalo Road location.

**The Greater Las Vegas Association of REALTORS® (GLVAR)** held its annual awards dinner and presented awards to several local members and association leaders who were recognized for their service to their community, the association and the real estate profession.

**The Southern Nevada Medical Industry Coalition (SNMIC)** named Katherine Cylke, program director, Sue Ullrich, assistant program director and case manager, and Gabrielle Floyd administrative manager for the Health Care 20/20 Program.

Jacqueline Bash joined **Houldsworth, Russo & Co.** as an accountant.

**CORE Construction, Nevada** completed construction of Ruby Duncan Elementary School and announced that it has acquired the assets of Walton Construction, LLC, a Kansas City, MO based company.


## Wheeling/Dealing

**Sumita Beauty**, offering services in eyebrow and facial threading, body glitter and Mehndi tattoos, opened its first Las Vegas location in the Fashion Show Mall.

**Burke Construction Group** began construction of the Perry Plaza Senior Housing Complex for the **Southern Nevada Regional Housing Authority**.

Soozi Jones Walker and Bobbi Miracle of **Commercial Executives** represented Phoenix III Investment, LLC in the leasing of an 800-square-foot retail space located at 6370 W. Flamingo Ave., and valued at \$51,349.

The ONE Group opened its first Las Vegas restaurant, STK, at **The Cosmopolitan**.




**Splendor in the Glass**

Southern Nevada Public Television  
**22nd Annual**  
*Wine*  
**& Beer Tasting**

Enjoy the taste of 65 wineries and breweries, live wine auction, silent auction and jazz quartet.

**Las Vegas Hilton  
Hilton Center  
Saturday, February 12, 2011  
3 p.m. to 7 p.m.**

  
Guest Appearance by Chef Hubert Keller












\$65 Advance Reservation • \$80 At the Door  
To Benefit Vegas PBS

**Tickets Available (in December) at:**  
Vegas PBS, Lee's Discount Liquor, Whole Foods Market, Khoury's Fine Wine & Spirits, Total Wine or online at [VegasPBS.org/Winetasting](http://VegasPBS.org/Winetasting)

**For More Information**  
call 799-1010 ext. 5361

**Sponsors**  
**Community Patron:** MaryKaye Cashman  
**Bordeaux:** Findlay Toyota  
**Chardonnay:** NV Energy, Wells Fargo and Greater Las Vegas Association of Realtors

Printing Courtesy of Southwest Gas Corporation  
Special Thanks to CenturyLink  
Must be 21 years of age or older to attend.



# Ribbon Cuttings



## Radiant Smiles

Radiant Smiles' Lakes office caters to all local insured and uninsured patients, offering uninsured Chamber members their exam, X-ray and cleanings for \$99. Ask how to also receive a FREE Zoom whitening with a scheduled appointment. Five locations to serve you! Call 702.360.4800 or contact [Tivona@radiantsmileslv.com](mailto:Tivona@radiantsmileslv.com)



## MSC Industrial Supply

MSC Industrial Supply opened a new branch in Las Vegas. MSC is a premier distributor of metalworking and MRO supplies. The branch is located at 4083 S. Dean Martin Dr. with a local sales staff ready to serve you. Call 702.697.2120, email [branchlv@mscdirect.com](mailto:branchlv@mscdirect.com) or visit [www.mscdirect.com](http://www.mscdirect.com)



## Internet Business Group.Com, Inc.

Internet Business Group.Com, Inc. is a full service internet marketing firm specializing in website design, search optimization and online reputation repair and management. Call 1.800.405.7031 or visit [www.internetbusinessgroup.com](http://www.internetbusinessgroup.com)



## SA Recycling

SA Recycling recognizes the importance of protecting the planet's natural resources. Recycling lowers production costs for metal manufacturers and helps deliver quality metal products throughout the world. Call 800.GOT.SCRAP or visit [www.sarecycling.com](http://www.sarecycling.com)



## The Nevada Benefits Foundation

The Nevada Benefits Foundation and Defending Freedom.Org are proud to announce the one-millionth Defending Freedom wristband donated to U.S. troops overseas. The foundation celebrated the landmark with a ribbon cutting and open house at its offices in Summerlin [www.defendingfreedom.org](http://www.defendingfreedom.org)



## Eyesite of Anthem

Eyesite of Anthem, located at 2505 Anthem Village Dr., # 1A in Henderson, celebrated its ribbon cutting. Eyesite of Anthem offers discounts and warranties for all your eyecare and eyewear needs. Call 702.476.2225 or visit [www.eyesiteofanthem.com](http://www.eyesiteofanthem.com)







Chamber Member discount offer  
Go to [LVChamber.com/discounts](http://LVChamber.com/discounts) for details

To arrange your ribbon cutting, contact Georgia Allen  
at 702.586.3838 or e-mail [gallen@lvchamber.com](mailto:gallen@lvchamber.com).



### Gorilla Marketing

Gorilla Marketing celebrated its ribbon cutting at 3560 Polaris Ave. # 14. It is a full service sign shop, advertising and marketing house, and provides vehicle wraps, banners, advertising inflatables, etc. Please call 702.822.1111 or visit [www.gorillamarketingvegas.com](http://www.gorillamarketingvegas.com)



### Evergreen Recycling & Republic Services

Evergreen Recycling & Republic Services celebrated National America Recycles Day by unveiling upgrades made to its facility to better serve the needs in Southern Nevada. America Recycles Day is a nationally recognized day. Call 702.599.5502 or visit [www.evergreenlv.com](http://www.evergreenlv.com) or [www.republicservicesvegas.com](http://www.republicservicesvegas.com)



### Discount Tire

President's Club



Discount Tire is the world's largest tire and wheel retailer and currently operates more than 780 stores. This year marks the 50th anniversary of Discount Tire serving its customers. Its newest store in Henderson, located at 432 W. Lake Mead Pkwy., celebrated with a ribbon cutting. Visit [www.tires.com](http://www.tires.com) for more information.



### Discount Tire

President's Club



Discount Tire's newest location in North Las Vegas, located at 475 W. Centennial Pkwy., celebrated its grand opening with a ribbon cutting. Discount Tire is celebrating its 50th anniversary as the world's largest tire and wheel retailer. Visit [www.tires.com](http://www.tires.com)



### Advise Media Group



Advise Media Group helps businesses improve their rankings on Google, Yahoo and Bing through search engine marketing and optimization. Advise Media Group is located at 1210 S. Valley View Blvd., #102. Call 702.952.9570 or visit [www.AdviseMediaGroup.com](http://www.AdviseMediaGroup.com)



### DeLuca & Associates



DeLuca & Associates was founded in 2001 by Anthony J. DeLuca, Esq. and has become one of the most successful bankruptcy firms in the United States. The firm generously supports local charities, sponsorships, and has created a student athlete scholarship. Call 702.252.5673 or visit [www.deluca-associates.com](http://www.deluca-associates.com)



# Try it Local

## Chamber's new Try It Local program offers deep discounts from merchants valley-wide

**A**s part of the Chamber's new Viva Las Business initiative,

the new Try It Local electronic discount program

features local retailers, restaurants, service providers and other businesses.

This program is in addition to the discounts available through the Chamber's Membership Rewards Cards.

A vehicle developed to help drive customers to local companies and bolster the Southern Nevada economy, Try It Local also provides exceptional discounts to everyone who uses the program. Here's how it works:

- Try It Local deals are offered two days a week at a deep discount of 40-90 percent off the regular price (e.g., \$20 of food and drink at a restaurant for \$10).
- Try It Local offers are delivered to Try It Local subscribers via e-mail, social media outlets and through TryItLocal.com.
- Try It Local deals can be purchased by the general public, as well as Chamber members.
- Buyers print off the voucher and redeem it at the local business.
- There is no cost to sign up for Try It Local! Simply go to [www.LVChamber.com](http://www.LVChamber.com) and click on Try It Local to view the latest offers and to sign up to receive deal alerts.

There is absolutely no cost to participating businesses that offer Try It Local discounts. Participating companies keep 70 percent of the day's total sales. Businesses that participate in Try It Local are responsible for determining the deal and preparing to meet the increased demand for its product or service. Participating companies must be Chamber members.

"The Try It Local program provides an opportunity for Las Vegas Chamber of Commerce members to showcase their goods and services by offering discount coupons to Try It Local subscribers every Tuesday and Friday," explains Peggy Caspar, vice president of member services. "As a result, it's anticipated that Chamber member businesses will receive increased exposure and attract new customers. We're also optimistic that these significant savings opportunities will encourage more valley residents to spend locally, which will have a positive impact on the local economy. It's a win-win for everyone."

To set up a Try It Local offer, contact Joe Marguccio at 702.641.5822. For more information, visit [www.TryItLocal.com](http://www.TryItLocal.com). 



# New Members

## New Members

**A Gentle Care Medical Services**  
Carolyn Romero

**Active Body Chiropractic**  
Leslie Richardson

**Administaff**  
Salomon Brenner

**Advisigence, a Management Advisory Group**  
Roland Newkirk

**Allure Gardens Banquet Hall**  
Dawn Cafaro

**Amalgamated Plant Company, Inc.**  
Richie Gelman

**Applied Converting Technologies**  
Paul Madill

**Aspen Grove Consulting, Inc.**  
Susan Licata

**At'Cher Service**  
Kenneth Jagmin

**The Beat Dance Academy**  
Amanda Sizemore

**Beep Me Las Vegas, Inc.**  
Ed Skowronski Jr.

**Braintrust Marketing and Communications**  
Michael Coldwell

**Bravo Tickets, LLC**  
Julio Atuarado

**Brian Banks Agency, Inc.**  
Brian Banks

**Bubble Swim School**  
David Perkins

**Button Boy, Inc.**  
Vasilije "Wally" Sabaric

**Care 4 Life**  
Stuart Levy

**Clinical Services of Nevada**  
Peter Mansky

**Colleen & Kevin Consign Online, Inc.**  
Kevin Aiken

**Competition Motors, LLC**  
Blair Polack

**Concepts to Reality Laminate Floors**  
Caroline Jehorek

**Corporate Office Centers**  
Tawny Loa

**Creative Financial Services, LLC**  
Richard Krabbeler

**Cruisin Cocktails**  
Heather Locke

**CSC Lic. #1621**  
Jay Purves

**Cunningham Management Services**  
Peter Cunningham

**Davilda Home Health, LLC**  
Hilda Manano

**Definitive Talents, Inc.**  
Karin Cabildo

**Delicate Skin Care, Inc.**  
Denise Lockhart

**Deluca & Associates**  
Anthony Deluca

**Dentists on Nellis**  
Anna Nguyen

**Dr. Frank Schneider LTD**  
Frank Schneider

**EagleLIFT, Inc.**  
Ryan Seastrunk

**Exhibit Pros**  
Andy Freeman

**Faith Edwards Financial, LLC**  
William Spar

**Farmers Insurance - John McInerney**  
John McInerney

**Flame Stop of Nevada, LLC**  
Tony Sutter

**Gag Lab, Desk Pals**  
Carlo Armenise

**Global Investigative & Management Solutions, LLC**  
Maurice Hicks

**Godiva Chocolatier**  
Charlie Moore

**Greener World Solutions, LLC**  
Jessie Arcilla

**Hardin & Sons, Inc.**  
Dale Martin

**ISD Tech Group, LLC**  
Jimi Gonzalez

**J W Marriott Las Vegas Resort & Spa**  
Athena Garfield

**JCH Enterprises, Inc.**  
Jon Holloway

**JGS Group**  
Julie Gilday-Shaffer

**Larry Haney Vocational Services**  
Larry Haney

**Las Vegas Ice Center**  
Brian Lewis

**The Law Offices of Yadira F. Rios**  
Yadira Rios

**Liberty Mechanical Service**  
John Robitallie

**Life Wellness Home Health Agency, LLC**  
Jan Springer

**Living Waters, Inc.**  
Susan Sullivan

**Martin Enterprises Business Consulting**  
Darryn "Dutch" Martin

**Milo's Best Cellar**  
Eric Riley

**Morse Communications, Inc.**  
Jim Trudell

**My Bookkeeper**  
Amy Nelson

**NAC Development Company**  
Tim Deters

**Nature Office**  
Erwin Hudelist

**Night Stars, Inc.**  
Valerie Hyams

**Nyberg & Associates, LLC**  
James Nyberg

**Nye Communities Coalition**  
Stacy Smith

**Oasis Animal Hospital**  
Brian Fisher

**Omni Steam Cleaning, LLC**  
Karen Dzierzewski

**Posh Salon & Boutique**  
Donna Catalfamo

**Premiere Production Services**  
Rebecca Mountain

**Prima Commerce, LLC**  
Steven Mack

**Qdigital Corporation**  
Lamont McCue

**R.L. Reed, Inc.**  
Ronald Reed

**S & J Lawn Services**  
Jimmi McKee

**Steven B. Laycock Insurance Agency, Inc.**  
Steven Laycock

**Stiles & Associates, Inc.**  
George Mays

**Sumita Beauty**  
Lisa McDonald

**Super Media**  
Mike Arnold

**Take Shape For Life**  
Sue Rodriguez

**Therapie-Therapeutic Bodywork**  
Cozy Meyer

**Think Green & Clean**  
Bruce Jensen

**Toys 4 Smiles**  
Rex Doty

**Truly Nolan of America**  
Scott Kirk

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# Email newsletters are efficient, cost-effective tools

By Dave Archer, CEO, NCET

**E**mail newsletters are quickly growing in popularity. They're easy to create, inexpensive to distribute, and they're "green:" no paper trail! Email newsletters are an especially good tool for small businesses that want to establish a "big business" presence and better compete in the virtual marketplace. Here at NCET, we have found e-marketing in general to be a very cost-effective way to promote events, share news and distribute information about our many programs.

As with any type of marketing, there are some tricks to creating a successful email newsletter campaign.

## Audience

The first thing you need to do is determine your target market – the people/businesses you want to receive your e-newsletter. This list can include past, current and potential customers, business associates, trade groups, etc. You can build your email list by inviting people to subscribe to your e-newsletter through your website, your print newsletter, your invoices, receipts, and social media platforms. Many customers respond well to incentives, i.e., sign up for the newsletter, get a \$10 gift certificate.

## Creating your content

If your newsletter is nothing but a blatant advertisement for your business, you can be sure no one will read beyond your first issue. On the flip side, you want your newsletter to be effective, so it's essential that you work in a call to action in a subtle, yet compelling way. The key is to provide information your audience is interested in reading, and slide your corporate message into the mix.

Examples:

- A retail clothing outlet might create a newsletter with "Hot Spring Fashion Trends" as its topic. The newsletter could contain real, useful information on trends in the fashion world, while simultaneously reminding readers that its store carries many of the latest and most desirable couture, "specially priced through Friday."
- A restaurant might provide an article on how to select an appropriate wine for different meals or share a "secret recipe" readers can prepare at home. The same newsletter could remind readers about new additions to the menu, invite them to an exclusive event or link directly to the reservations page.
- A financial institution might provide information on how to apply for a home or car loan, how to improve a credit score or how to plan for retirement. Links could then be inserted to the bank's own product pages

## Choosing your look

You'll want your e-newsletter to be colorful, vibrant, easy to read and simple to use. Avoid rolling, flashing banners, intrusive advertisements or busy graphics. Remember that many people read their email via mobile devices, so make sure the format you choose for creating your newsletter is compatible with multiple media platforms.

## When to send

Research shows that people most frequently check their email in the morning when they arrive to work, and in the afternoon when they return from lunch. It has also been established that emails sent first thing Monday morning or anytime on Friday have a lower chance of being read. A good formula: send your email blast mid-week, mid-afternoon.

## Using e-blast programs

Sending your email newsletter out in a timely, reliable fashion is most easily accomplished by utilizing an "e-blast program." Many programs provide a bit of polish to your look, and allow you to track the effectiveness of your newsletter: how many people opened them, read them, acted on them, etc. Programs can also store your subscriber information and weed out non-functioning addresses.

## Avoid "spamming" inboxes

No matter how compelling your content or how flashy your look, some people may simply not want to receive your e-newsletter. Always include information about how to "opt out" or "unsubscribe" to your newsletter.

## Cross-promote your newsletter with your other marketing mediums

Your e-newsletter is as unique as your business. You can make the most out of your marketing platforms through cross-promotion: use your print collateral to direct people to your website; use your website as a tool to get visitors to subscribe to your newsletter; use your newsletter as an incentive to get people into your store.

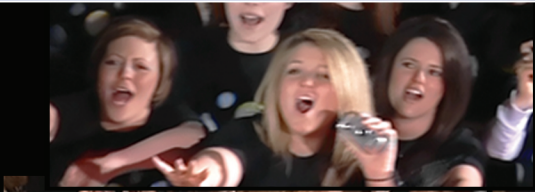
E-newsletters may take a bit of time and research to establish, but once you have a solid format and a regular distribution plan, I believe you'll see the reward of embracing this electronic medium. **BA**

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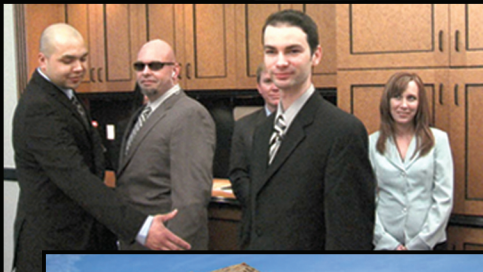




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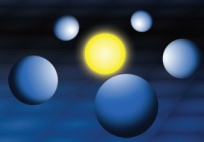
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**1949** The Chamber was involved with re-opening the gunnery school and training center that would evolve into Nellis Air Force Base.

**1952** The Chamber helped create the Las Vegas Convention and Visitors Authority to take advantage of the nation's appetite for post-war travel.

**1955** The Better Business Bureau and United Way of Southern Nevada were created by the Chamber.

**1955** The Chamber encouraged legislative appropriations and fundraising efforts to construct the first building at UNLV.

**1983** Community leaders, through the Chamber, created Las Vegas Events to attract non-gaming visitors to the region and diversify entertainment options, including the National Finals Rodeo.

**1998** The Chamber advocated for passage of school bonds to fund \$3.5 billion for school construction and renovation.

**1998** The Chamber helped pass a 1/4 cent sales tax increase for a second intake pipe in Lake Mead to ensure future access to our water supply.

**2007** The Chamber helped pass legislation to fund \$1 billion in highway projects.

**2009** The Chamber published landmark studies on public employee pay and benefits and was successful during the legislative session in having comprehensive reform measures passed to help reduce the state's unfunded future billion dollar budget liability and shortfall.

**2010** The Chamber developed the Viva Las Business campaign to support the local economy and help business owners weather a challenging economy.



A 1960 aerial view of UNLV

"Time and time again during the Chamber's first century, when important changes needed to be made in Las Vegas, the Chamber was at the forefront," says Las Vegas Chamber of Commerce Chairman Mike Bonner. "Now, as we begin 2011 and our Chamber's second century, it is once again time for the Chamber to help lead our community into a new, economically sustainable future."

The Chamber continues to be an integral part of the Las Vegas community in countless ways. We'll explore some of the organization's contributions, and talk to the people who made them, in the coming year. **BY**





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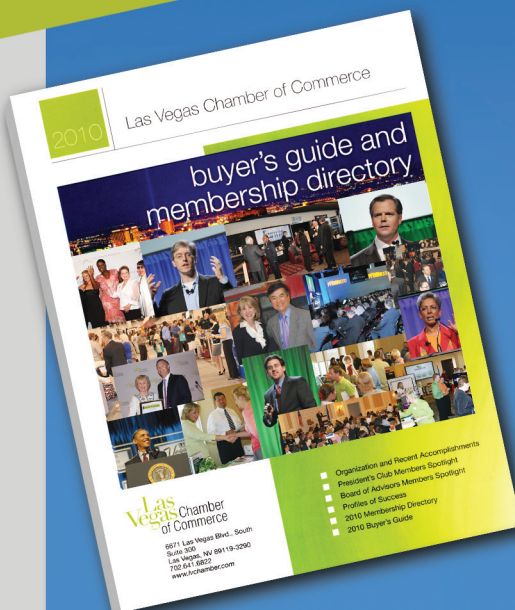
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groups, to try to develop a real plan for the health and well-being of our business community.

We are in the early stages of this effort, but we must work aggressively as key decisions have to be made at the 2011 Nevada Legislature. As a plan develops, we will urge your input, and once a plan comes together that the Chamber's Trustees can support, we will be reaching out to you, our members, to seek action. You may be asked to call your Legislator, your councilman, your commissioner - perhaps multiple times. We need to build the political will necessary for elected officials to vote for changes we need to move forward.

So, when the 2111 Las Vegas Chamber of Commerce looks back on its previous 100 years, let's hope they will be able to say that our Chamber of Commerce - that we - made a difference, and that the vibrancy of the Las Vegas economy that our children and grandchildren will then enjoy will be a prosperous, sustainable and diversified one.

Viva Las Business! 

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buildings constructed in the shape of a diamond. The center contains concession stands, full-service bar, merchandise and on-going entertainment from 10:00 a.m. to 7:00 p.m. Garage visitors will enjoy a rare opportunity to see race cars up close, meet pit crews and drivers and get NASCAR merchandise personally autographed.

Don't miss this exciting day! Tickets are only \$40 (a \$200 value!) and this limited-entry event is open exclusively to Las Vegas Chamber of Commerce members. No children under 18 permitted. RSVP by calling 702.641.5822 or visit [www.LVChamber.com](http://www.LVChamber.com).

## Mark your calendar for February events

**Preview Las Vegas 2011** is coming up on Friday, February 11, at the Thomas & Mack Center – Cox Pavilion. Doors will open at 7:00 a.m. for the networking breakfast, and the Preview program will begin at 8:15 a.m. More than 120 exhibit booths showcasing products and services from across the valley will be open throughout the morning. Preview will conclude with "Preview the Taste", with food from some of the best eateries in Las Vegas. To buy your tickets or reserve an exhibit booth, go to [PreviewLasVegas.com](http://PreviewLasVegas.com) or call 702.641.5822.

The Chamber's **Business Education Series** will present **"Guerrilla Marketing: Find Clients in Any Economy,"** on Wednesday, February 16, from 7:00 - 9:00 a.m. at the Chamber offices at Town Square. Presented by Ed Tate, attendees will learn how to "out market" their competition and find clients in any economy. Cost is \$30 for Chamber members and \$45 for non-members.

For details on these and other events slated for February 2011, visit [LVChamber.com](http://LVChamber.com).

## Chamber Connections taking reservations for its next club – sign up today!

Chamber Connections is the place for business professionals to come together to grow their network and their business by sharing contacts, referrals and ideas. The group is currently taking reservations for its next club. If you are interested in joining, please email [ChamberConnections@lvchamber.com](mailto:ChamberConnections@lvchamber.com) and include your name, your company name and the business/industry that you represent. If you have questions, call Peggy Franzino at 702.586.3847. **IBV**

new and established businesses. Members can use this list to market a product or service, to offer a discount, or to promote an event or grand opening." Adds Franzino, "It's a great way for small businesses to attract new customers."

All direct mail pieces must be approved by the Las Vegas Chamber of Commerce prior to mailing and member lists may not be used for political solicitation without the written consent of the Chamber. Updates contain only mail information and do not contain e-mail addresses, phone numbers or fax numbers. Duplication, unauthorized use or resale of these lists will result in the termination of the subscriber's contract without refund.

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